

Message Text

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PAGE 01 STATE 127179
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/OIM/AUSTRALASIA/JCWILSON/CJ
APPROVED BY EB/OCA/CD:EMSACCHET
COM/OIM/AUSTRALASIA/RMMCLAUGHLIN
COM/OIM/CAGENDREAU (IN DRAFT)
COM/USTS/WTOLSON (IN DRAFT)
COM/OIM/DM/CJBARRETT
EA/ANP/TWAJDA (DRAFT)
TATE/EA/EP/DHSTEBBING(FOR INFO)
-----024327 190106Z /65

P 182148Z MAY 78
FM SECSTATE WASHDC
TO AMEMBASSY CANBERRA PRIORITY
AMCONSUL SYDNEY PRIORITY
AMEMBASSY WELLINGTON PRIORITY

UNCLAS STATE 127179

E.O. 11652:N/A

TAGS: BEXP, AS, NZ

SUBJECT:FY '79 COUNTRY COMMERCIAL PROGRAM (CCP)

FOR: LOREE P. SILLOWAY/WELLINGTON

REF: CANBERRA 3264

FOLLOWING COMMENTS CONCERN REVISIONS OF THE DRAFT CCP ONE
OF WHICH WAS MAILED DIRECTLY TO ECON/COMMERCIAL COUNSELOR
KIRBY AND TWO COPIES WITH COUNTRY MARKETING MANAGER
SILLOWAY.

1. SECTION I - OVERVIEW: INSERT FOLLOWING SENTENCE IN
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THIRD PARA BETWEEN "AND BOOKS" AND "MEASURES TO IMPROVE;"
WHENEVER APPROPRIATE, ACTION WILL BE TAKEN TO DISCOURAGE
OR MITIGATE THE GOVERNMENT OF AUSTRALIA'S PROTECTIONIST
TRADE POLICIES.

2. SECTION IV - OTHER SPECIAL POST EFFORTS: IN THE FIRST
DESCRIPTION JUSTIFICATION SECTION CHANGE 1976 TO 1977 AND

168 THOUSAND TO 150 THOUSAND. ACTIONS TO BE TAKEN SHOULD BE REVISED AS FOLLOWS:

ACTIONS TO BE TAKEN:

1. ACT AS CHAIRMAN OF THE VISIT USA COMMITTEE AND ASSIST

IT TO CONTINUE ITS HIGH STANDARD OF PROMOTIONAL ACTIVITIES.

2. ANSWER TRAVEL INQUIRIES FROM THE TRADE.

3. SUPPORT INDUSTRY-SPONSORED JOURNALIST AND TRAVEL AGENT FAMILIARIZATION TOURS TO ENCOURAGE DEVELOPMENT OF VISIT USA TRAVEL.

4. PARTICIPATE WITH THE VISIT USA COMMITTEE IN SELECTING LOCAL TRAVEL INDUSTRY PERSONNEL TO ATTEND THE USTS-DATO TRAVEL MART TO BE HELD IN NEW ORLEANS IN SEPTEMBER 1979.

5. CONTINUE PLACEMENT OF USTS-PRODUCED DESTINATION FEATURE PACKAGES (DFP) AND EDITORIAL SUPPORT PACKAGES (ESP) ON VISIT USA SUBJECTS IN THE AUSTRALIAN MEDIA, PUBLISH VISIT USA ARTICLES IN THE COMMERCIAL NEWSLETTER, MAINTAIN A LIBRARY OF PHOTOGRAPHS FOR THE TRADE AND MEDIA.

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6. CONTINUE TO ADMINISTER THE DISTRIBUTION OF USTS TRAVEL LITERATURE BY THE MAILING HOUSE WHICH IS PAID BY USTS.

7. WITH THE HELP OF PAN AM AND QANTAS FILM LIBRARIES, CIRCULATE FILMS BY USTS AND OTHER TRAVEL PROMOTION ENTITIES.

8. PROVIDE OTHER SUPPORTIVE SERVICES TO USTS INTERESTS TO THE EXTENT THAT POST'S PERSONNEL AND FINANCIAL RESOURCES PERMIT.

3. NOTE THAT CCAG'S SUGGESTED OSPE NUMBER 2, "UPDATING OF AGENCY INDEX FILES," HAS BEEN OMITTED FROM THE DRAFT CCP AS THE DESCRIPTION/JUSTIFICATION AND ACTIONS WERE NOT RECEIVED IN TIME TO BE INCLUDED IN THE DRAFT WHICH WAS DISSEMINATED FOR USDOC CLEARANCE. THREE OSPE'S HAVE BEEN ADDED TO COMPLY WITH SPECIFIC REQUESTS FROM USDOC OFFICES. THOSE REQUESTS ARE IN BACKGROUND MATERIAL WITH COUNTRY MARKETING MANAGERSILLOWAY.

4. IT SHOULD BE NOTED THAT THE USTS CONTINUES TO STRONGLY URGE THAT THE VISIT USA PROMOTION BE CONTINUED AS A

CAMPAIGN RATHER THAN AN OSPE.

ON MAY 12, USTS ADVISED AS FOLLOWS: THE AUSTRALIAN MARKET IS IMPORTANT TO THE U.S. IN TERMS OF FOREIGN EARNINGS.

IN 1977, 155,174 AUSTRALIANS VISITED THE U.S. AND SPENT AN ESTIMATED 110 MILLION DOLLARS. AUSTRALIA RANKS AS THE EIGHTH MAJOR SOURCE OF FOREIGN VISITORS TO THE U.S. THE ACTIVITIES OF THE PAST TWO YEARS CARRIED OUT BY THE POSTS IN AUSTRALIA TO INCREASE TRAVEL TO THE U.S. SHOULD BE CONTINUED AT THE SAME LEVEL.

THIS MOMENTUM SHOULD NOT BE TURNED OFF. USTS DOES NOT PLAN TO REDUCE ITS TECHNICAL AND FINANCIAL SUPPORT TO THE UNCLASSIFIED

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POSTS BECAUSE OF THE HIGHPOTENTIAL AUSTRALIA HAS FOR GENERATING VISITORS TO THE U.S. AND BECAUSE OF ITS FULL COMMITMENT TO HELP REDUCE THE BALANCE OF PAYMENTS DEFICIT THROUGH INCREASING TOURISM EARNINGS. THUS, USTS RECOMMENDS THE CONTINUANCE OF A STRONG TRAVEL DEVELOPMENT PROGRAM IN AUSTRALIA BECAUSE IT IS IN THE NATIONAL INTEREST. WE RECOMMEND THAT THIS POSITION BE THOROUGHLY CONSIDERED BY THE CCAG.

SHOULD THE VISIT USA EFFORT BE RETAINED AS AN OSPE WHILE ENSURING THAT IT WILL BE AN AGGRESSIVE AND IMAGINATIVE TRAVEL PROMOTION ACTIVITY, WE SUGGEST THAT A CHANGE OF PRIORITY COULD BE MADE (TO A NUMBER AS HIGH AS 3) AND THAT CAMPAIGNS AND OSPE'S FOLLOWING THE CHOSEN NUMBER BE REVISED DOWNWARD IN APPROPRIATE SEQUENCE. THE OSPE WOULD, OF COURSE, RETAIN ITS POSITION AS THE FIRST ACTIVITY IN SECTION IV. - OTHER SPECIAL POST EFFORTS. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 18 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE127179
Document Source: CORE
Document Unique ID: 00
Drafter: OIM/AUSTRALASIA/JCWILSON/CJ
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780210-0479
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780543/aaaabkfv.tel
Line Count: 153
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4c82169b-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 CANBERRA 3264
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2646741
Secure: OPEN
Status: NATIVE
Subject: FY 1979 COUNTRY COMMERCIAL PROGRAM (CCP) FOR: LOREE P. SILLOWAY/WELLINGTON
TAGS: BEXP, AS, NZ
To: CANBERRA SYDNEY MULTIPLE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/4c82169b-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014